

# Three ways to action BEE and boost your business performance

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This year, the need for radical transformation has been highlighted by government, in order to address the country's vision for an inclusive economy and non-racial, non-sexist society.

Transformation and empowerment are part of South Africa's reality and are necessary if we are truly to address the legacy left by apartheid. The new B-BBEE Codes are part of government's latest attempts to make sure that transformation of our economy happens in a meaningful yet expedited manner - but, to transform effectively, businesses need clarity of action.



## Here are three pointers for practical and beneficial transformation

### 1. Integrated strategy development and implementation

The first step is identifying the approach you want to take to accelerate transformation in your organisation.

'Transformation' means different things to different companies - as the leader of a company, you need to decide what it means for yours: organisational restructuring, new products or services, a breadth of diversity (race, age, gender and backgrounds), etc. - and how these aims can best be realised. Vivian Reddy, Founder & Chairman of the Edison Power Group, a catalyst in addressing some of South Africa's biggest socio-economic problems, created a transformation strategy that has proven a success for more than 2000 employees. Reddy will deliver a presentation at the 2017 [Top Empowerment Conference](#) on the strategic roadmap to transformation success.

### 2. Innovation and technology

A company's ability to adapt to new technologies is a powerful *modus operandi* for organisational success and employee growth. In this digital age, emerging technology not only provides value to these organisations but to their customers and stakeholders by extension. Information Technology continues to transform all aspects of both our private and business lives. Investing and training your employees in advanced technology will equip them with the skills and ability to compete on a national or global scale. [Multichoice, a 2017 Top Empowerment Award finalist](#), is one of many South African companies

at the forefront of skills development in innovation and technology, having employed over 40 information IT graduates and awarded employees access to 300 customised online courses.

### 3. Open communication channels

Your transformation strategies and plans need to be communicated and relatable to all employees and key stakeholders who will be affected by changes. This will allow access to a two-way dialogue whereby issues will be raised and suggestions can be put forward, making your transformation journey fully inclusive. Research shows that higher levels of employee and stakeholder involvement in key decision making generate greater levels of employee motivation and satisfaction. In larger companies, a holistic change management programme can be beneficial to ensure a smooth and productive transformation journey. Nceba Ndzwayiba, Transformation Manager at Netcare - a company that trail-blazed transformation will present a case study detailing the aftermath of successfully transforming an organisation.

### About the Top Empowerment Conference

The Top Empowerment Conference, taking place in Johannesburg from 29 – 30 March 2017, enables past Oliver Top Empowerment Award winners, respected transformation experts and business/government leaders to share their insights on the challenges and opportunities tied into transformation. Stakeholders will engage in various topics and case studies such as; how achieving gender equality boosts business success, steps to integrating transformation with sustainable business performance the state of transformation, empowering the youth through technology, exploring the new financial sector codes, attaining optimum productivity through economic diversification and more. [Download programme here](#).

Book your seat [here](#) and engage with workable empowerment action plans, new partnerships and a bold vision for transformation in your sector.

The Conference will be followed by the annual [Oliver Top Empowerment Awards](#), where a showcase of outstanding leaders – organisations and individuals – who exemplify vision, innovation, leadership, and, most of all, action in the name of transformation will take place. The 2017 Oliver Top Empowerment Awards will mark 100 years since the birth of the revered Oliver Reginald Tambo. This in mind, the theme for the evening is "The Spirit of Sophiatown". We have invited guests to join us in celebrating that golden era, when the names of the Legends of Empowerment - Tambo, Sisulu and others - gained global renown.

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